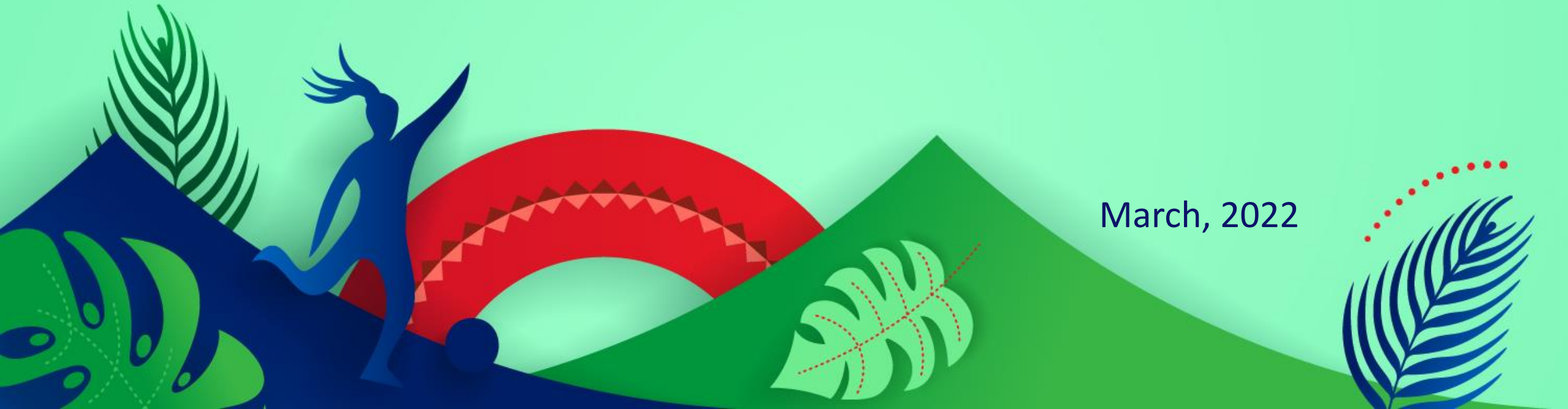




U-20 WOMEN'S
WORLD CUP
COSTA RICA 2022

Ticketing Concept Generalities Annex 1 RFP

March, 2022



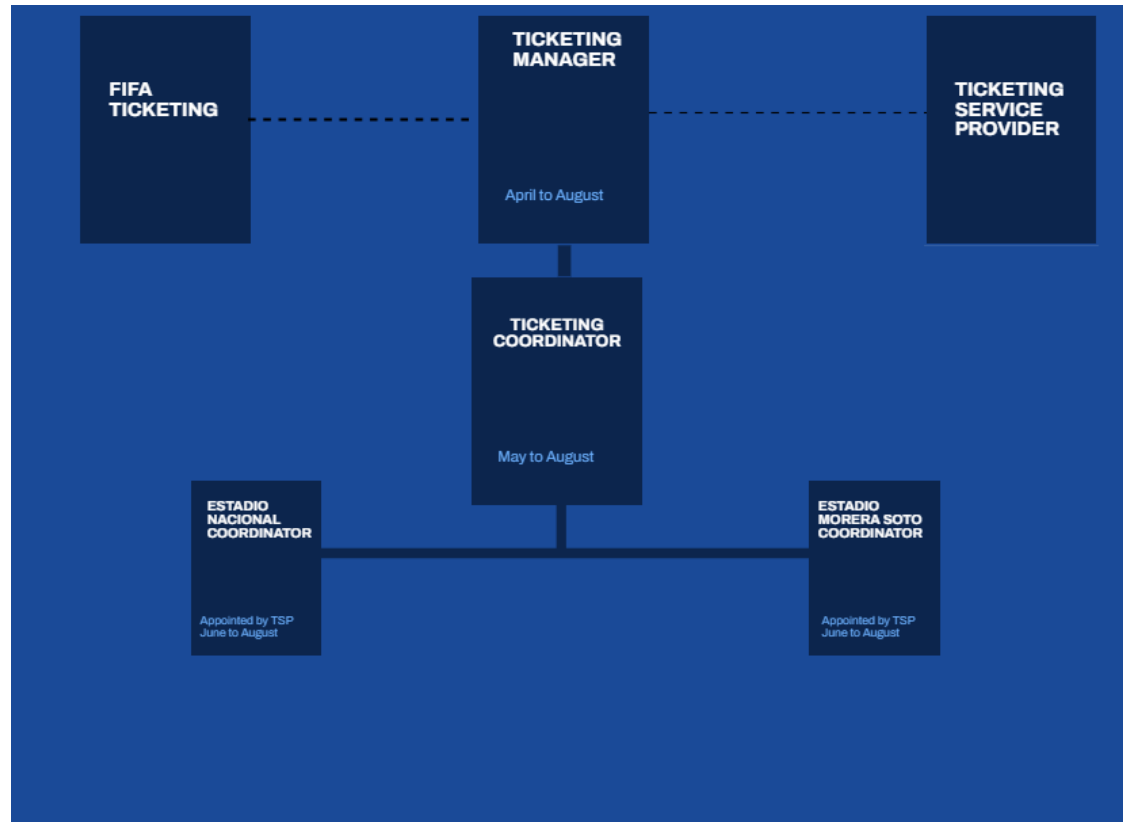
About the tournament

- August 10-28 Costa Rica
- 2 Venues: National Stadium (San José) and Morera Soto (Alajuela)
- 32 matches in the two stadiums selected as venues.
- 16 teams

- Projected attendance:
118.008 people Estadio Nacional
24.724 people Morera Soto

- **Staff for ticketing**

Collaboration between Costa Rican LOC Ticketing manager, the chosen TSP and FIFA Ticketing Manager in the delivery of a smooth ticketing operation



FIFA: approval for overall ticketing concept, ticket sales web link, ticket design and support in meeting all the requirements of the Ticketing Rights Agreement.

LOC: LOC Ticketing Manager will lead the ticketing project of the Local Organizing Committee, it will have the right and duty to organize the ticketing operation for the competition.

Ticket Service Provider: to provide the service for the execution of the Ticketing concept and strategy.

General Public Seat allocations

Estadio Nacional:

- VIP tribune will be located on the west stand.
- Fans will be seated in Category 1 and Category 2 tickets will be located both in the East and the West stands.
- Category 3 tickets are located in both north and south stands
- High demand of tickets for the matchdays where the home team will be playing.
- Capacity: 34 476 seats to sell

Estadio Morera Soto

- VIP will be allocated on the west stand.
- Category 1 seats will be located on the East Stand
- Category 2 tickets will be located on the South stand
- Capacity: 4 253 seats to sell

ESTADIO NACIONAL



ESTADIO ALEJANDRO MORERA SOTO



Target Sales groups

Ticket sale promotion in general will be directed to all fans to attract them to the stadiums and be part of the competition but special efforts will be done in communications and sales to target the following:

- Women's and girls: inspire young girls to empower through football and to come closer to the game, attract larger crowds of women to the tournament matches.
- Families: the women's game it is more suitable to families
- Local clubs: for ticketing sales will be very important to promote the event and target local women's football teams in the country, especially the 8 teams in the First division.
- Football fans: to increase the commercial value of women's football in Costa Rica, raise the awareness of the game in the country and as unique opportunity to live an international standard event.

Communication and sales promotion



ACTIVITIES:

- ✓ Media tours: ticketing key messages will be delivered at this stage as an expectation campaign.
- ✓ Official draw: May 2022: Ticketing messages will be communicated in all the events related to the draw.
- ✓ Digital campaign: June and July 2022: strong digital campaign. LOC or some “influencers” will come with the call to action to buy tickets as this will coincide with the ticket sales phase.
- ✓ Press release and Publicity: the start of the Sale Phase will be communicated through a media release: social and mass media (to promote individual and sales groups)
- ✓ Road show “Vamos Juntas” to promote the tournament and to develop women’s football by raising awareness and participation in various communities
- ✓ Target group sales: LOC will target groups that are potentially interested in group ticket sales for the matches like stadium stakeholders, football clubs, embassies or expat communities that might be interested in attending the matches of the teams involved in the tournament.
- ✓ Trophy tour: both media and public showing around sponsors
- ✓ Media tour Final Push: as if it has done in the 2014 FIFA U-17 Women’s World Cup a media tour, in radio and TV shows on the day before the tournament will be in place in order to have the tournament in the agenda of all media and to promote ticket sales. Complimentary tickets to those shows should be considered as this has been proven to work well in the promotion to increase sales and interest.